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[www.americantruckingshow.com](http://www.americantruckingshow.com)

## TITLE SPONSORS



**APRIL 15 & 16  
2022**

- TRADE SHOW
- SHOW & SHINE
- RECRUITING CENTER
- ENTERTAINMENT

***The Fresno Fairgrounds,  
Fresno CA***

## MEDIA SPONSORS



## SUPPORTED BY



## VENTURE BY



Primetime Multimedia  
Company LLC

# AMERICAN TRUCKING SHOW

## is California's Meeting Place for the Heavy-Duty Over The Road Trucking Event of the Year.

Is California's meeting place for the Heavy-Duty Trucking Industry and Over The Road Trucking Event of The Year. of indoor and outdoor space at Fresno FairGrounds, The show attracts crowds from all across the region.

### OUR VISION

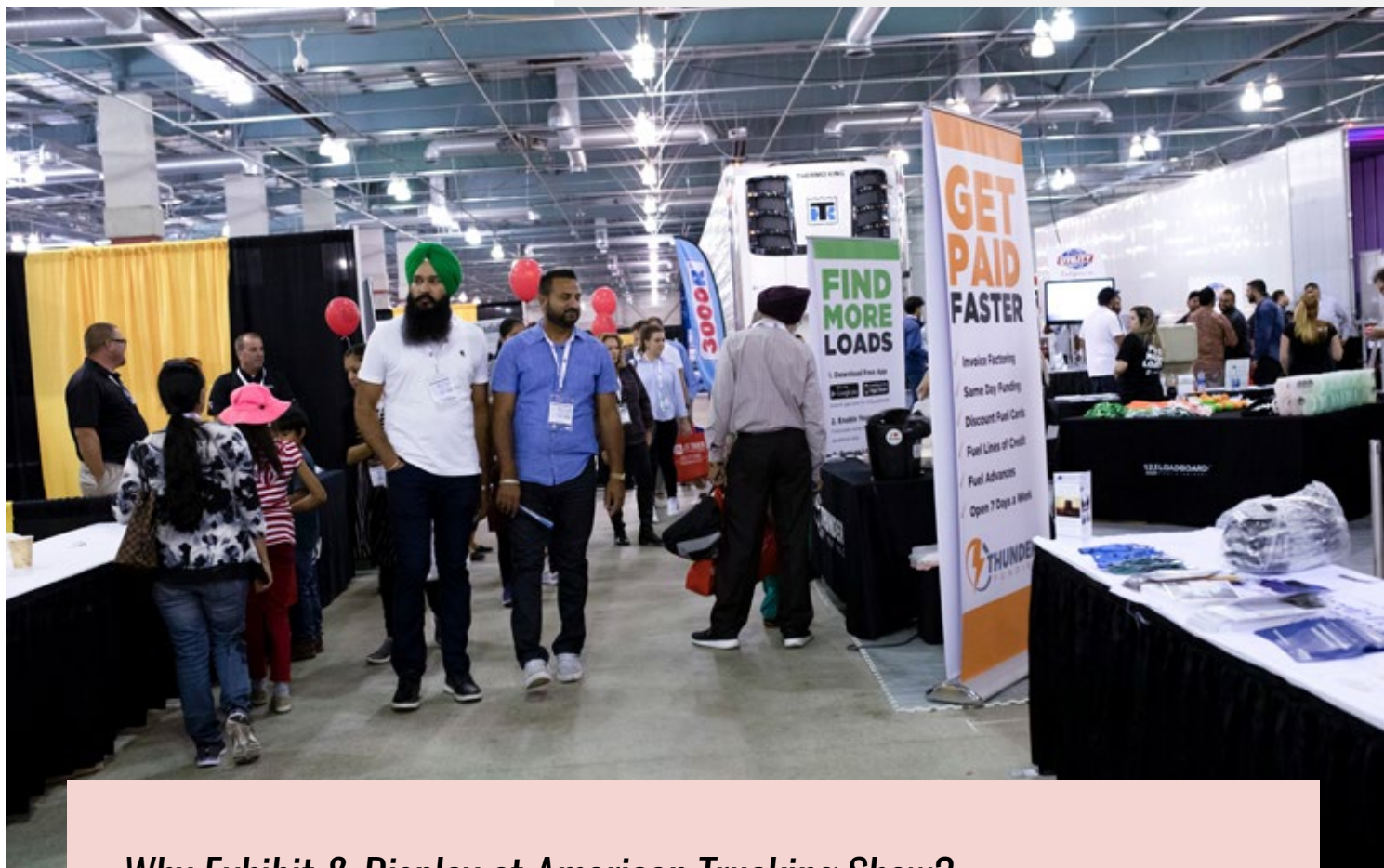
The American Trucking Show, where the local, regional, and national trucking community will come together and enjoy two great days that focus on the transportation industry. At the American Trucking Show, you will have the opportunity to interact face-to-face with the decision-makers of the industry, share knowledge, and exchange business ideas.

American Trucking show is where trucking professionals and leaders are given the opportunity to network with hundreds of other stakeholders

from within the industry, learn and test out the most up-to-date technology, products, and services being offered in the current market while enjoying the festivities. It is a great way for established businesses to showcase their products and services and meet thousands of loyal customers. This is also a wonderful opportunity for new businesses to gain more insight, gather new ideas, and connect with successful business professionals. All roads of the trucking industry will lead to the American Trucking Show!







## *Why Exhibit & Display at American Trucking Show?*

### *01. Trade Show*

Companies of all sizes are coming to exhibit their new and modified products, services, and ideas. They will showcase hundreds of products in the 150000 square foot indoor and outdoor space at Fresno Fair Grounds in Fresno, CA.

### *03. Show & Shine*

Many proud truckers enjoy taking care of their rigs and they have modified, cromed, and polished their trucks to perfection. They will bring their trucks to participate in the Show & Shine event. All attendees will have a chance to view these beautiful rigs.

### *02. Recruiting Center*

American Trucking Show management is inviting 50 plus trucking companies to exhibit and fulfill their hiring needs. A specific and convenient area will be assigned to these companies and job seekers so that they can find their suitable match.

### *04. Entertainment*

Various multicultural bands will perform at the show to add variety and diverse flavors. Refresh yourself during the trade show and enjoy the performances of famous bands with your friends and family on both days of the show.

Total 3

## TITLE SPONSORS

**SOLD**  
**\$10,000**  
each plus booth space

Three unique and exclusive businesses will have the opportunity to present and be the Title Sponsor of the American Trucking Show.

### *Title Sponsors will receive:*

1. \$30,000 worth of advertising for three months leading up to the show on prominent radio, TV, social media, print media, ATS website, and media releases of the show.
2. Double spread ad in Show Guide.
3. Title Sponsor logos will be displayed on all welcome displays.
4. All title Sponsors will receive VIP treatment at the show, which includes regular promotion of business, business mention, and special announcements throughout the show.
5. Twenty (20) tickets for the Friday night networking event.

## AFTER HOURS NETWORKING SPONSORSHIP

Two Prestigious sponsors will host an after-hours networking event at the Fresno Fair Ground banquet hall. This invite will be exclusive to The American Trucking show sponsors, exhibitors, top Industry representatives, and respected guests as well as Leaders from The North American Punjabi Trucking Association (NAPTA). You will not want to miss this amazing opportunity to bring our industry together, network with industry leaders, share ideas and discuss industry concerns.





Total 2

## AFTER HOURS NETWORKING SPONSORSHIP

**\$7,500**  
each plus booth space

Two unique businesses will have the opportunity to sponsor the After Hours Networking Event which takes place at the Fresno Fairgrounds building, immediately after the show. This well-attended event will gain you additional exposure and is one of the show's major highlights. This highly anticipated and successful event will be attended by; Industry leaders, NAPTA leadership, trucking and transportation businesses, and respected guests.

### *After Hours Networking Event Sponsor will receive:*

1. \$15000 worth of advertisement for three months prior to the show in print and social media and the ATS website.
2. The company logo and message will be on multiple displays throughout the networking event.
3. The Company name and logo will be displayed on welcome banners and other printed material at the show.
4. 20 tickets for the networking event.
5. Full-page ad in the show guide.

Total 15

## ENDORSEMENT SPONSOR

**\$3,000**  
booth space included

We are providing an opportunity to 15 businesses and organizations to endorse the ATS.

### *Endorsement Sponsors will receive:*

1. A 10' x 10' exhibition booth space.
2. \$5000.00 worth of advertisement for 3 months prior to the show in print, social media, and the ATS website.
3. Four (4) tickets for the Friday Night Networking Event.
4. Your company logo will be displayed on the welcome banners, show guide, and other print material at the show.
5. Quarter page ad in the show guide.

Total 1

## REGISTRATION LOBBY SPONSOR

**SOLD**  
**7,500**  
plus booth space

One unique business will have the opportunity to sponsor the registration lobby of the American Trucking Show. This will give you a chance to showcase your business and services right at the entrance.

1. \$10000 worth of advertisement for three months prior to the show on print, social media, and the ATS website.
2. The business logo will be displayed on the welcome banner in the lobby.
3. Half-page ad in the show guide.

Total 2

## OFFICIAL SHOW BAGS SPONSOR

**SOLD 1**  
**\$5,000**  
plus booth space

Two unique businesses will have the opportunity to sponsor the official ATS show bags. The sponsor's logos and message will be displayed on 10000 bags, one on each side. Bags will be distributed to all visitors at the entrance of the show with a show guide in it. Your logo will be displayed on the website, welcome banner, and show guide. Half-page ad in the show guide.

Total 1

## SHOW GUIDE SPONSOR

**\$2,500**  
plus booth space

The show guide sponsor will receive an ad on the back page of the show guide. Give your best impression by promoting your product and services in the ATS Show guide and bring awareness to the attendees before entering the show floor.

### *Additional pages are available for purchase:*

Double-Spread: \$900.00  
Full-page: \$500.00  
Half-page: \$350.00

## SHOW & SHINE SPONSOR



One unique business will have the opportunity to sponsor the Show & Shine. Total of \$10000.00 worth of advertisement 3 months prior to the show. The sponsor will have the opportunity to hand over the trophies to the winners. Your logo will be displayed on the website, welcome banners, and show guide.

**\$7,500**

Total **1**

## LANYARD SPONSOR



One business will have the opportunity to sponsor the lanyards that the ATS guests will be receiving with their passes to the show. The company has to provide a min of 7500 lanyards, 2 weeks prior to the show. Your business logo will be displayed on the website, welcome banner, and show guide.

**\$2,500 + Lanyards**  
**SOLD**

Total **1**



## STAMPING STATION SPONSOR



Each attendee will receive a raffle ticket printed with their badges at the registration lobby with the sponsor's logo and booth number to visit. All sponsor booths must be visited and raffle tickets must be stamped from each booth to make the ticket valid for the hourly prices. Each vendor is requested to donate

one raffle prize valued at min \$100.00 for the hourly giveaway. The announcer will come to your booth with showgirls to announce the prizes. Company name and logo will be displayed on the raffle tickets, website, and on the show guide floor map.

**\$1,000**

Total **4**



**PRIMETIME MULTIMEDIA COMPANY LLC.**  
Mailing Address: PO Box 7733, Fresno, CA 93747  
Ph: 877-806-2525 | info@americantruckingshow.com  
www.americantruckingshow.com

### Exhibitor Information

Company Name: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Product to be exhibited: \_\_\_\_\_

### Correspondence Info. (if different from contact info.)

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Booth Space Information

#### EXHIBIT RATES

In-Line Booths

Bulk Space Rates

### SPONSORSHIP PACKAGE: \_\_\_\_\_

#### SHOW GUIDE AD: \_\_\_\_\_

100 - 300 sq. ft.....\$ 11.0 /sq. ft

301 - 1000 sq. ft.....\$ 8.0 /sq. ft

1001 sq. ft & Over.....\$7.0 /sq. ft

Special Discounts for NAPTA Members

\*15% extra for corner booths

\*Liability Insurance is Required

Sponsorship Amount \_\_\_\_\_

Booth Amount \_\_\_\_\_

Show Guide Ad Amount \_\_\_\_\_

VIP Dinner Tickets (\$50) X \_\_\_\_\_ = \_\_\_\_\_

Grand Total \_\_\_\_\_

**BOOTH SIZE** \_\_\_\_\_ **PREFERENCE** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Booth assignments will be made after the signed contract is received.

### Payment Information

50% Deposit must accompany this form by Check, Visa, Mastercard, Discover or Amex.

Balance to be paid in full by June 30, 2020. 3% service charge on all Credit Card being used

\_\_\_\_\_ Check enclosed for the amount of \_\_\_\_\_ **payable to Primetime Multimedia Company LLC**

\_\_\_\_\_ Please charge my ☐ VISA ☐ MC ☐ DISC ☐ AMEX for the amount of \_\_\_\_\_

Card# \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Printed Name on Credit Card \_\_\_\_\_

**Please email the completed form at info@AmericanTruckingShow.com**

Authorised Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name of Signature Above \_\_\_\_\_

Note: A Processing fee of \$100 will be charged for cancellations made 30 days or more before the event. There will be no refunds for cancellations made within 30 days of the event, although substitutions may be permitted. Notice of Cancellation must be made via email to info@americantruckingshow.com. A cancellation acknowledgement will be sent within 3 working days and fees refunded within 10 working days, subject to this refund policy.



## *Thank you for Considering us*

Be recognized as an industry leader at the largest show for Heavy Duty Trucks and Trailers in Western America! Sponsorship programs, show guide advertising and other advertising options have been designed to create awareness and recognition of your products, services, achievements and corporate identity. Many packages offer varying opportunities to maximize exposure before, during and after the event. All sponsorship packages and show guide advertising will be sold on a first-come, first-serve basis.



## **Primetime Multimedia Company LLC**



Address

PO Box 7733,  
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Phone

+1 877 806 2525



Email

info@americantruckingshow.com

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